

Message Text

UNCLASSIFIED

PAGE 01 CAIRO 11172 061237Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W
-----069322 061319Z /47

R 061018Z JUL 77
FM AMEMBASSY CAIRO
TO USDOC WASHDC
INFO SECSTATE WASHDC 6927

UNCLAS CAIRO 11172

E.O. 11652: NA
TAGS: BEXP, EG
SUBJ: 1978 CAIRO FAIR

REF: (A) USDOC 12479 (NOTAL), (B) STATE 064292,
(C) CAIRO 5674

1. ON STRENGTH AUTHORIZATION REF B TO DISCUSS USG REQUIREMENTS FOR SPACE AT 1978 FAIR AND IN ORDER TO GET HEAD START ON RECRUITING, EMBASSY IN APRIL PREPARED FORM LETTER SOLICITING INTEREST IN PARTICIPATING IN US EXHIBITION. LETTER HAS BEEN SENT TO 20-25 POSSIBLE PARTICIPANTS AND WAS HANDED FORD AEROSPACE REP UPON HIS VISITING EMBASSY. SIMILAR LETTER HAS BEEN FORWARDED TO COMPANIES IN 1977 US EXHIBIT. EFFORT SO FAR HAS RESULTED IN NO RPT NO UNEQUIVOCAL EXPRESSIONS OF INTEREST.

2. COPY OF FORM LETTER BEING POUCHED COMMERCE. REGRET WE INADVERTENTLY FAILED TO DO SO EARLIER. OPERATIVE PHRASES OF LETTER, SIGNED BY COMMERCIAL ATTACHE, ARE:
"I AM WRITING TO SOLICIT YOUR INTEREST IN PARTICIPATING IN THE AMERICAN EXHIBITION AT THE 1978 CAIRO INTERNATIONAL FAIR, TO BE HELD --- IN CAIRO IN MARCH 1978 ---
(THERE FOLLOWS SUMMARY OF 1977 RESULTS OF US EXHIBITION AND NARRATIVE PARAGRAPH ON US-EGYPTIAN TRADE.) ... I WOULD VERY MUCH APPRECIATE YOUR INFORMING ME IF YOU ARE
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INTERESTED IN PARTICIPATING ... I WOULD HOPE TO HEAR FROM YOU IN THE NEAR FUTURE IF YOU ARE INTERESTED IN JOINING US IN 1978." (NOTE: PRECISE DATES IN MARCH OF FAIR ARE NOT YET KNOWN.)

3. EMBASSY WELCOMES CLOSE CONTINUING CONSULTATIONS ON FAIR PLANS, BEING WELL AWARE THAT MANY DECISIONS REGARDING

US PARTICIPATION REMAIN TO BE TAKEN. IN THAT REGARD,
WE ARE INTERESTED TO NOTE THAT CAGNE IS CONSIDERING
THEMATIC PRESENTATION (REF A) AND WOULD LIKE TO KNOW
MORE. POSSIBILITY CERTAINLY IS WORTH EXPLORING, ALTHOUGH
WE HAVE SOME DOUBTS AS TO PRACTICALITY IN VIEW OF LIKELY
DIFFICULTIES IN RECRUITMENT AROUND THEMES. IN ANY CASE,
DEPARTMENT AND USDOC WILL RECALL PROBLEMS CAUSED WITH RESPECT TO 1977
FAIR BY LATE START IN MOUNTING US PRESENCE; WE HOPE
TO HEAD OFF SOME OF THOSE PROBLEMS BY MAINTAINING FORWARD
MOMENTUM THROUGH SUCH MEANS AS EARLY SOLICITATIONS OF
INTEREST ON PART OF US FIRMS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 06-Jul-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977CAIRO11172
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Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770239-0642
Format: TEL
From: CAIRO
Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770789/aaaaczia.tel
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